

# ST. CHARLES BRAND

## THE MOST DELICIOUS OF ALL

### American Coffee Company of New Orleans, Ltd.

## The Standard Guano and Chemical Manufacturing Company

While it is true very little has been said regarding the industry, yet, in its way, the fertilizer and chemical plants of the Standard Guano and Chemical Manufacturing Company is one of the most important industries in New Orleans, and is really considered the largest plant of its kind south of the Ohio River. Most residents of New Orleans ought to know where this great manufacturing institution is located, especially those who frequent the popular lake-side resort. Yet those of you who do know the location of this modern fertilizer and chemical plant, know but little of anything as to the products and by-products that are manufactured in what has for many years been commonly termed the "bone yard."

Of course there are many of you who know that the bone black manufactured in this big plant is used in the sugar refineries in New Orleans, as well as in other sections of the country. There also are many of you who know that the plant manufactures the very finest grade of fertilizer that is used by agriculturists in many different parts of the South, that is, the section lying this side of the Ohio.

But how many of you know that the bones of a great many calves manufactured in Philadelphia, Boston, New York, and other points are made from selected bones gathered from different countries by this same Standard Guano and Chemical Manufacturing Company? Do you know that many of the New England and Eastern button manufacturers get practically all of their raw material from this same plant that is so excellently located at Frenchmen and Broad Streets? Possibly you don't know that many of the tooth brushes handles in use today, both the finer and coarser qualities, are made from the raw product furnished by the New Orleans concern.

Maybe you don't know that pretty much all of the fancy bone work is made possible by the raw material being furnished by the New Orleans institution that manufactures the high-grade fertilizer. And maybe you don't know that much of the ornamental bone work also is brought about by the goods furnished from this end of the line.

Yet you have wondered when you passed the big plant on your way to the lake—that is, Lake Pontchartrain—what on earth do they do with that massive pile of bones. It is an easy question to answer. You can answer it when you consider the by-products that are made from the raw material. That great big pile of bones lying in the open space adjoining Frenchmen Street is but a part of the reserve stock of the Standard Company. In fact, it is not a circumstance to the real supply, which weights in the neighborhood of 2,000 tons of bones that are gathered from points in Mexico, Central and South America, Texas, and from other States in the Union. The company is in the market the year round for bones, and a handsome price is paid for them.

The better grade of bones—that is, those that once formed the legs on some horse, cow, ram, or mountain goat, are shipped to the Eastern and New England markets for the manufacture of knife handles, buttons, fancy articles, and ornaments. Quite a large number of the better grade of bones and hoofs also are exported for the purposes mentioned above. A large quantity of this better grade also is used for the manufacture of bone black, used to clarify sugar and to make the best possible grade of fertilizer. The smaller bones and those of a softer variety are used in the general manufacture of fertilizing articles and ground feeding purposes. Some of the grades are put into a kiln and the gases from that source are used in the manufacture of ammonia and ammonia blood. The bones are, after being put through the kiln process, hurried to the bone black mill and then ground to whatever size the trade may demand.

It is, indeed, quite an interesting thing as it were, to go through a real genuine fertilizing plant, to study its many branches, and to watch the process of bone black making, sulphate of ammonia, fertilizers, the selection of the finer and coarser grades of bone, and the other features in connection with this important industry, which, as stated before, is one of the largest manufacturing institutions in New Orleans. Mr. Joseph Denner, vice president of the company, and Mr. E. B. Walker, Jr., general foreman, accompanied the writer over this monster plant a few days since when all of the details were explained. The writer saw the selection of the bones, which, after the carload deliveries are made in the yards, is the first process of the manufacture. For the most part, negro women are used for this labor. They appear to be best suited for that character of work. Following the selection of the bones, that is the better grade, are put into the steaming apparatus, where every particle of apparently waste matter is steamed from the bone. This waste matter is then manufactured into refined oils and grease products, all of which command excellent prices. This is but another of the by-products of the "bone yard."

Following the steaming and drying process the selected bones are sawed into different lengths, stacked in freight cars, and then shipped to the larger markets for the manufacturing purposes.

Not one scrap of bone is wasted in this plant. Even the old hoofs, horns, and bones which might appear to you as useless and worthless, are made use of. They are put into the grinding machine and made into plant foods, most of which is known as hoof and bone meal. Both are excellent for fertilizing purposes.

To give you an idea of the magnitude of an establishment of this kind, it might be well to mention that on the day the writer visited the fertilizer and chemical plants, which cover more than forty acres of ground, the bones in the yards and under cover and in the process of manufacture were valued at \$150,000. Then in one corner of the old structure there is one pile of potash salts that is imported from Germany and is valued at \$25,000. That is the finer grade of the salts. There is also a chapter grade in the same building valued at several thousands of dollars. The machinery throughout the plant is of the very best make. Several hundred men and women, some experts, are employed constantly at the plant, and during the winter months the management will use all of the labor they can get. The company operates its own machine repair department, its own carpenter shops, its steam railway for switching purposes, its own printing establishment, and, above all, the officers of the company have an iron rule to buy at home if the article can be produced in New Orleans. Mr. E. B. Walker is the general superintendent of this plant.

Leaving the fertilizer department, the visitor was taken to the chemical department a couple of squares away. Here he was shown tons upon tons of potash, etc., imported from Germany, Spain, etc. It is a very valuable product from the ground and is brought to the plant of this company at a great cost. This ore is used in the manufacture of sulphuric acid, from which acid phosphate, special formulas, and high fertilizers are made—kainite, nitrate of soda, sulphate of soda, muriatic acid, sulphuric acid, electrolytic acid, and numerous other chemicals that are shipped to many different parts of the United States—all of which serves as an excellent advertisement for New Orleans and shows conclusively that manufacturing institutions in this city are operated on a paying basis, and further serve to encourage other industries to come here and locate.

The chemical department of the Standard Guano and Chemical Manufacturing Company is up-to-date in every respect. Here the visitor is shown the ground floor of the Woodmen of the World, and in the burning of the ore in two immense rows of ovens, throwing out heat that runs up in the numbers. To give you an idea of the capacity of this department it might be said that sixty-five tons of sulphuric acid are manufactured every twenty-four hours, for the plant never shuts down. In fact, there are men at work day and night, Sundays and on all holidays. This is necessary for the company to meet the demands of its products which, as stated before, are shipped to many points in the South and over the country in general, all carrying on a permanent advertisement for New Orleans as a manufacturing and industrial city.

The bulk of the acids are shipped in the company's own tank cars. A large quantity also is shipped in large glass jars to the smaller dealers.

This plant itself covers a large number of acres and is a model institution throughout. All of the necessary safety appliances, such as fire protection, the protection of the employees, and other precautions are permanently installed in the big building.

Going over the plant you will see great big lead tanks or chambers through which the gases from the pyrites ore pass and go through the process that eventually makes the various acids and oils such as oil of vitriol, for which there is a great demand. Another product manufactured by this company, and which is in great demand, is electrolytic acid. This is used extensively by the railroads throughout the country, acid being put in storage batteries. Large quantities of acid phosphate, the basis of all fertilizers, also are manufactured at the New Orleans industry.

The company conducts its own laboratory along the most improved lines. Mr. E. G. Williams is the chemist. Not only is there an analysis made of the company's own products, but frequently the chemist does "outside" work with the compliments of the management.

Truly speaking this is a big industry. It is one that should be encouraged. Its officers are men of the highest standing in the community. Mr. Harry T. Howland, president of the company, is a prominent business leader in the city. Mr. Joseph Denner, vice president, is identified with the business and social fields in New Orleans for many years. It is very prominent in all movements of an upbuilding tendency. It is the secretary and treasurer. These gentlemen are all public spirited and lend whatever assistance they can to bring about improvement of conditions. As an evidence of this they but recently donated tons and tons of pyrites sludges for the pavement of the Frenchmen Street between Broad Street and Gentilly Road. Other commendable acts of a similar character are performed from time to time by the management of this great fertilizing and chemical industry.

The South cannot exert itself too vigorously and comprehensively in getting ready for the Panama Canal. It cannot make enough efforts in studying and mastering the Latin-American field of export and import trade. The greatest era of an international character in the history of the United States is beginning. The real solution of the future of our country will be formal dedication of the Panama Canal. Then will start what might be termed the Pan-American era of the commerce and prestige of the United States. Although the volume of our trade at the present time with Latin America is only a small part of our total foreign trade, there is no section of the world which offers greater opportunities for the development of the future. It is peculiarly a market which will want much of what we manufacture and will supply to us, in turn, raw products which we cannot produce ourselves. Throughout Europe we are faced with conditions of labor which will not characterize Latin America in another fifty years. The same condition is true of the Asiatic field. Especially is this confirmed by the remarkable development of cotton manufacturing in China and in Japan. There is some manufacturing of cotton in South America and it will gradually increase, but it cannot approach the large proportions as it has in the United States, England, and the Orient, because of the lack of the right kind of labor.

Latin America is to-day purchasing \$100,000,000 worth of goods, the greater portion of which comes from Europe. But it is only a question of time when the manufacturers of the United States, if they make the same effort, will be able to supply the larger portion of the goods which come from Europe. But it is only a question of time when the manufacturers of the United States, if they make the same effort, will be able to supply the larger portion of the goods which come from Europe.

One of the leading stock brokerage houses in New Orleans is that of Claude M. Smith & Co. Mr. Claude M. Smith is one of the city's most progressive men and it is because of his tireless energy that the New Orleans Stock Exchange is such a prominent institution in the money world. Mr. Smith has been president of the New Orleans Stock Exchange for a number of years, and is known as one of the city's real public-spirited men.

Dine at the Original Fabacher's.

**ORLEANS GUN AND ROD CLUB**  
Lake Pontchartrain, La.  
George Faure, President; Paul Gonzales, Captain. Headquarters The Washington Herald, representatives during their stay in New Orleans.  
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The Panama Canal cannot fail to bring a quickening influence to not only the whole western hemisphere, but to the whole world which will be felt on both the Atlantic and Pacific seaboard of the continent.

The twenty nations of Latin America, reaching from Cuba to Chile, cover an area of 8,000,000 square miles. They maintain a population of 250,000,000, which is increasing more rapidly by reproduction than in the population of the United States. They conduct a foreign trade which reaches the vast annual total of \$2,400,000,000. This total, in turn, represents an increase of \$1,000,000,000 during the last ten years. If these twenty countries can conduct a foreign commerce of this volume without the Panama Canal, and before they are generally approached by the world, it is difficult to foretell the size and value of their trade in ten years after the canal has been completed and all the world has awakened to the fact that the Panama Canal is a reality.

The portion of Latin America which today is attracting particular attention on account of the Panama Canal is that remarkable coast line which reaches for 5,000 miles from the California-Mexico line southwest to Cape Horn, or where Chile and Argentina meet at the southern tip of the Isthmus of Panama. The canal will cut this coast line at a strategic point for the commerce of the world. From Panama, northwest to San Diego, Cal., are 2,000 miles upon which debouch the western shore of Mexico, Guatemala, Salvador, Honduras, Nicaragua, Costa Rica, and Panama. From Panama, south to the Straits of Magellan, there is a reach of 2,000 miles, upon which debouch Colombia, Ecuador, Peru, Bolivia, and Chile. Twelve Latin-American countries, therefore, are tributaries to the Pacific Ocean commerce that will be reached by the Panama Canal.

That this trade is worthy of the close attention of the United States is proved by the fact that last year the Pacific Coast of Latin America, without the Panama Canal, reached a figure in excess of \$1,000,000,000, and this in turn represents an increase of nearly \$1,000,000,000 in the last ten years. Surely countries which can show a record of this kind are worth the closest study of manufacturers and exporters and importers of our southern States, which are in close proximity to Latin America. The United States bought and sold with these countries last year products valued in excess of \$1,000,000,000. We are not to be surprised, as it ought to be, that we are now increasing trade because it represents an increase of nearly 100 per cent during the last ten years, and points out the possibilities of the future. If we do not have a trade of \$200,000,000 with Latin America, including, of course, both exports and imports, we should seem double this through the advantage of knowing Latin America better and having the Panama Canal completed, giving us direct access to the western coast of Central and South America.

Let me emphasize a few facts about the Panama Canal. It means to the South in order that we may better appreciate the significance of this opening. The day that ships steam from New Orleans, Galveston, Mobile, Tampa, Key West, Jacksonville, Savannah, Charleston, Norfolk, and other Southern ports through the Panama Canal, they will give those cities and the whole South direct access for the first time in history to the bulk of the raw materials and agricultural products of the Southern Hemisphere. The Panama Canal, therefore, will give us direct access to the western coast of Central and South America.

It is true that the foreign trade of these countries and their buying and selling capacity is not yet so large as to have attracted much attention, or to seem as inviting as the trade of the East or Atlantic coast of South America, or of many other foreign countries, but it has a promise of large development in the future.

This western coast line of 8,000 miles, conducted last year, without the Panama Canal, in an isolated position, a foreign trade valued at \$400,000,000. This, moreover, represents an increase of nearly 100 per cent in the last decade. If the Pacific shore, then, of Latin America does not reach the volume of business of \$600,000,000 without the canal, it should in ten years after the canal is completed do a business of \$800,000,000 or even \$1,000,000,000. Whereas, moreover in the past this export and import trade of Western Latin America has largely been in the hands of Europeans because of their ability to reach that coast with their ships cheaper than could the business interests of the Southern and Eastern portions of the United States, now a new situation will arise to the distinct advantage of the Southern and Eastern sections of the United States. Having a great advantage in the distance, the steamers and in accessibility of these Latin-American countries, they should commence to get a much larger share of the total foreign trade of the twenty

that trade and eventually secure the greater portion of it.

In this brief article I am not discussing, however, the great opportunities for our Southern States in access through the canal to the Pacific Coast of the United States, British Columbia, and Alaska, and to Japan, China, the Philippines, and Australia. These have a vast trade with splendid opportunities for development in the Western coast of Latin America.

A word of caution, however, must here be noted. Neither the South nor any other section of the United States must expect too much from the Panama Canal. The effect upon the prospects and trade of any section or of all parts of the United States can only come after a number of years of development and persistent effort. The Panama Canal will not be a magic wand to suddenly fill every one of our harbors with vessels, or to keep busy every manufacturing plant. Such a condition will only come through a period of development, involving severe competition of Europe and the Orient and the leaving of no stone unturned to study the field and master its conditions of buying and selling.

All the South must be on its feet and doing. It must make its own. Get ready for the Panama Canal and cut off Pan-American commerce, this is the way it can hold its own with Europe.

Already I can state from my recent visit to England and the European countries that the manufacturers, their shipping interests and their customers are taking every step possible to improve their harbors, their waterways and their shipping conditions in order to get the best of the Panama Canal. They are, moreover, sending out their trade agents all over Latin America and to the countries which will be reached by the canal to see what may be their opportunities for buying and selling. The chambers of commerce, the manufacturers, the exporters, and the importers of our Southern States and all the United States in general must pursue the same methods if they would not be left behind in the race.

The Pan-American Union, an international organization maintained by all the American republics for the development of commerce, friendship, more intercourse and better acquaintance among them all, is doing everything in its power to arouse public sentiment to the importance of Latin-American trade and the significance of the Panama Canal. It is trying to start a nation-wide Pan-American movement and it stands ready to co-operate at all times with the country in the progress of this hustling town of the South than does this sturdy German.

**THE PANAMA CANAL**  
Immense Trade Possibilities—Get Ready for the Canal and Go After Pan-American Commerce—Twenty Nations of Latin America.

Let us, in discussing Latin America, not overlook the fact that Rio Janeiro, the capital of Brazil, has a population of 1,000,000 and is spending \$60,000,000 in making its beautiful harbor, also the most practical, that great railroad systems are being built into the interior of Brazil; that she is spending more money on the improvement of her harbors than is the United States; that Uruguay, south of Bolivia, is one of the most interesting and progressive countries of the southern hemisphere; that though it is small in area it makes up for it in intelligence and wealth; that its capital city, Montevideo, has a population of 600,000, and that it is improving its harbor at an expense of \$10,000,000.

Looking across the River Plate we see great Argentina, located entirely in a south temperate zone, covering an area equal to all that section of the United States east of the Mississippi River. It is crisscrossed with railroads; it exports as much wheat as the United States, and it raises more sheep than the United States; its capital city, Buenos Aires, with a population of 1,500,000, is growing more rapidly than any city of North America with the exception of New York and Chicago. Correspondingly, I might describe Chile, with its 2,500 miles of Pacific coast line in the southern temperate zone. Bolivia, which occupies an area ten times that of New York State, with a population of 1,000,000, is growing more rapidly than any city of North America with the exception of New York and Chicago. Correspondingly, I might describe Chile, with its 2,500 miles of Pacific coast line in the southern temperate zone. Bolivia, which occupies an area ten times that of New York State, with a population of 1,000,000, is growing more rapidly than any city of North America with the exception of New York and Chicago.

Many people stop to think the inside of Brazil could be placed the entire continent of South America, which is equal to New York State, twice the area of New York State. They forget that out of the Amazon every morning flows seven or eight times the volume of water which the Nile empties into the Atlantic; that this mighty river of South America is navigable for two thousand miles for vessels drawing twenty-five feet of water, and that one thousand miles from its mouth is the city of Manaus, with a population of sixty thousand, with all the up-to-date characteristics of a new city of the South or of the Western portion of the United States.

Let me emphasize a few facts about the Panama Canal. It means to the South in order that we may better appreciate the significance of this opening. The day that ships steam from New Orleans, Galveston, Mobile, Tampa, Key West, Jacksonville, Savannah, Charleston, Norfolk, and other Southern ports through the Panama Canal, they will give those cities and the whole South direct access for the first time in history to the bulk of the raw materials and agricultural products of the Southern Hemisphere. The Panama Canal, therefore, will give us direct access to the western coast of Central and South America.

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**ANTHONY FABACHER**  
Proprietor of the Original "Fabacher's Restaurant."

**C. C. LUZENBERG.**  
District Attorney Parish of New Orleans.  
C. C. Luzenberg, recently elected District Attorney for the parish of New Orleans, is one of the young men in local politics who is rapidly rising to the place he is destined to fill in the city's history.

Mr. Luzenberg was nominated and elected upon his past record alone. He is one of the city's leading attorneys.

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**EDGAR HOWARD FARRAR**  
Mentioned as One of Woodrow Wilson's Cabinet.

New Orleans may well be proud of Edgar Howard Farrar, who is one of the nation's best known lawyers. Mr. Farrar is foremost in every movement where the interest of New Orleans is concerned. As a lawyer with knowledge of national as well as local affairs, Mr. Farrar stands out prominently among the big men of his profession in this country. He discharges every duty imposed upon him with most gratifying results and to the greatest satisfaction of his clients.

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**LOIS KNOP, Civil Sheriff.**

The Civil Sheriff's office is an important adjunct of the Civil District Court of Orleans Parish, and the great volume of business done therein requires a large force of workers, consequently its direction must be placed in thoroughly competent hands. The incumbent meets the requirements. Mr. Knop is a native Orleansian, born and reared in the Third District, where he still lives. He is fifty years old and comes of sturdy German stock. He was educated in the public schools and the private school of Ueber Brothers, but at the age of fifteen years started out to make his own living.

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**JOHN J. ZUVALA.**

**CLAUDE M. SMITH & CO.,**  
Stock Brokers.  
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